

Abstract of the Disclosure

5 A telecommunications advertising means is disclosed. The telecommunication
advertising means includes an advertisement database coupled to a processing means. The
advertisement database stores subscriber specific or third party advertisements that are
selectively associated with communications in a telecommunications network. The
selective association is carried out by the processing means. In one embodiment, a router
10 is coupled to the advertisement database. The router routes communications from source
to destination within the telecommunications network. The router also routes
advertisements that have been associated with the communications to the sources and
destinations of the communications. A telecommunications system is also disclosed. The
telecommunications system comprises a network subsystem, which includes a
15 telecommunications advertising means. The telecommunications advertising means
comprises an advertisement database and a processing means.